

RUGS

*of
Fine
Quality*



SEARS ROEBUCK and CO.

NEW Designs! NEW

*Stressing the Trend of Fashion
the Rare Charm and*

You can save
from \$10 to \$25
on every rug you buy



An age of color!—these rugs get their inspiration from the beautiful, bright coloring of nature.

IN this New Era of Thrift, people find their recreation and enjoyment in the HOME, and linger there to enjoy the contentment of the family circle. This transition has brought about a change in buying habits as well. TODAY'S DOLLARS ARE SERIOUS DOLLARS . . . they think of NEW RUGS and fine home furnishings. And what home has not longed to possess a *fine texture rug!*

To the home-maker (keenest judge of both beauty and value) this book will bring an important message, a stirring appeal. Shown in natural colors are 84 different patterns . . . the most complete and varied assortment of fashions and sizes, the most highly representative collection of finer type rugs in all America. If similar high qualities are obtainable at all elsewhere, you will find by comparison that our economical prices present a most unusual opportunity for a \$10 to \$25 saving.

Weaves and patterns to meet every taste and price requirement. American Orientals, superb examples of cultural beauty, luxurious Wiltons, sturdy Axminsters, among the best woven in this country, high grade Velvets and special weaves recently developed. Skillfully they depict the rich arabesque and delicate tracteries of the Persians, century old ever alluring Chinese motifs, charming Early American Colonial patterns, as well as plainer rugs.

Our reputation for assured value giving is a household word . . . It is backed by our famous MONEY BACK GUARANTEE, and further strengthened by our NEW EASY PAYMENT plan that puts the rug of your choice in your home by only a small down payment. This EASY PAYMENT plan is explained on the opposite page.

SEARS, ROEBUCK and Co.

The World's Largest Store



Hidden qualities determine wear. Play safe by buying rugs backed by our absolute money-back guarantee.



Colors! FINER Quality!

for the Cultural Beauty, Harmonious Colors of the Orient

The New Finer Type Rugs shown in this STYLE BOOK are shipped only from our stores in Chicago or Philadelphia, whichever is nearest to your home.

Before deciding on a rug, you will be interested in knowing about our Liberal Extended Payment Plan.

Our Time Payment Plan

To bring rugs of the better quality and finer type within the easy reach of our customers, we sell them on the simple, economical easy payment method.

There can be no doubt of the many advantages which an easy payment plan affords and when the plan is as liberal and as economical as that we are now proposing, it would be unwise to purchase elsewhere.

As this rug Style Book shows, we quote both the actual cash price and the price of the same article on time payments. This is, of course, the only fair and square method.

Under our Easy Payment Plan, we add only a small handling charge to our low cash price; this covers only the actual cost of the credit service. No matter where you buy on

credit, this charge is made; it may be included (hidden) in the selling price . . . nevertheless it is there and it is paid by you. We tell you frankly what

Prompt shipment on 9 x 12 ft., 8 1/4 x 10 1/2 ft., and 27 x 54 in. sizes. Other sizes shipped as promptly as possible with probability of short delay.

Hidden qualities determine wear. Play safe by buying rugs backed by our money-back guarantee.

this financing charge amounts to on every purchase.

We invite comparison . . . both as to cash prices and total easy payment prices. Either way of buying, you save the most by dealing with Sears, Roebuck and Co. To secure these low prices and these easy terms, order from this book.

On the Time Payment Plan, your entire dealings are directly with us, exactly as when you buy for cash. We handle our own credit system; it was established to give you the best credit service at the lowest possible cost.

As an example of this, see our No. 37CM-47120—9x12 ft., on page 13, Our Best Seamless Axminster, which sells for as high as \$52.50 by competitors. Startling examples of such savings will be found throughout the entire catalog.

In making your selections and choosing your form of payment, remember orders which total less than \$20 are sold for CASH ONLY. If your order represents a total of \$20 or more, you may, if you choose, buy on our Time Payment Plan. Refer to The New Time Payment Plan in our Big General Catalog.

When ordering merchandise on time, use time payment order blank enclosed in this catalog.

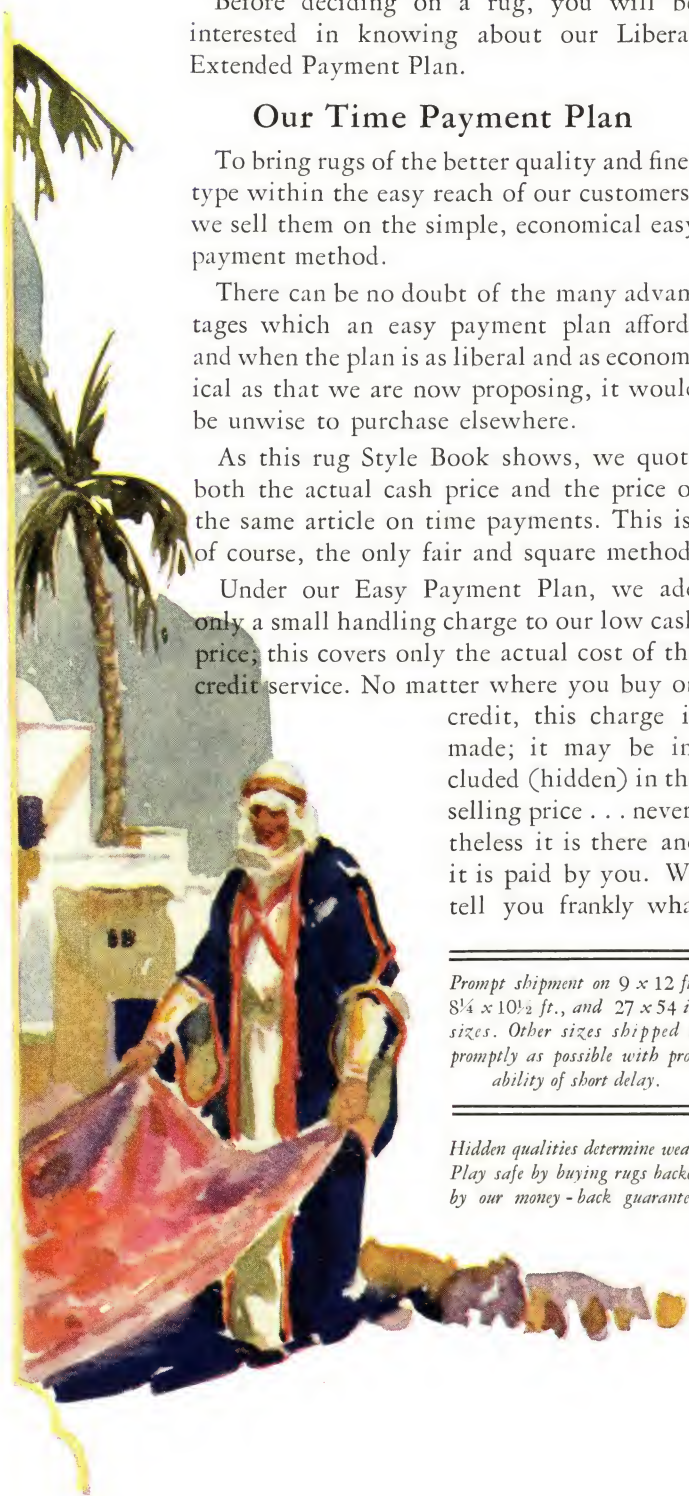
The World's Strongest Rug Guarantee

GUARANTEE

We guarantee that this rug is made with the greatest care from specially selected materials and that it is free from any defect in yarns or manufacture. We guarantee that it is the best value obtainable at its price.

If for any reason it does not give the service you have the right to expect, or if it in any way falls short of giving you your money's worth of satisfaction, it may be returned to us.

We will then exchange it for exactly what you want or will return your money.



In these "American Orientals" culminates all that is desirable in subtle charm, luxury and culture. Priceless museum pieces inspired their fine texture and gleaming splendor. America's artists interpreted their sumptuous Oriental beauty . . . American looms reproduced the lustrous sheen, silkiness of nap and live, glowing colors. The regal rug you prefer at a price you can afford.



Kirmanshah Seamless American Oriental

Thick, soft, deep pile and sumptuous flashing sheen that characterizes century old Persian Orientals are reproduced in this colorful *Oriental Red ground*. Persian patterns of sacred, symbolic origin, ever new and interesting. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM49590	9 x12 ft.	60 lbs.	\$9.00	\$8.00	\$109.00	\$99.50
37CM49592	6 x 9 ft.	30 lbs.	6.00	7.00	71.50	65.00
37CM49595	8 1/4 x10 1/2 ft.	50 lbs.	9.00	8.00	104.50	95.00
37C44875	27 x54 in.	Postpaid	{ Cash only unless bought with other merchandise }			
37C44876	36 x63 in.	Postpaid	{ Cash only unless bought with other merchandise }			



Ispahan Seamless American Oriental

Copy of an antique Persian masterpiece. Same soft, fine texture, same ever varying, wavering sheen, same glowing *Oriental Red ground*. . . surest of old world touches. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM49560	9 x12 ft.	60 lbs.	\$ 9.00	\$ 8.00	\$109.00	\$99.50
37C49561	4 1/2 x 7 1/2 ft.	Postpaid	5.00	5.00	42.95	38.95
37CM49562	6 x 9 ft.	30 lbs.	6.00	7.00	71.50	65.00
37CM49565	8 1/4 x10 1/2 ft.	50 lbs.	9.00	8.00	104.50	95.00
37CM49569	9 x15 ft.	73 lbs.	12.50	10.00	160.00	147.00
37C44946	27 x54 in.	Postpaid	{ Cash only unless bought with other merchandise }			
37C44947	36 x63 in.	Postpaid	{ Cash only unless bought with other merchandise }			



Ispahan Seamless American Oriental

A royal heritage of beauty in the favorite *Rose ground*. Copy of an Indo Ispahan and placed side by side it would be hard to tell the copy from the original, so painstakingly have the American artists interpreted the pattern. Softly blended shadings intensify the silk-like sheen and fine texture. What home-maker wouldn't cherish this masterpiece! Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM49210	9 x12 ft.	60 lbs.	\$9.00	\$ 8.00	\$109.00	\$99.50
37CM49215	8 1/4 x10 1/2 ft.	50 lbs.	9.00	8.00	104.50	95.00
37C44340	27 x54 in.	Postpaid	(Cash only)			



Sarouk Seamless American Oriental

Camel color ground reflects the lustrous sheen, fine texture and flashing, glowing, jewel-like colors. In your home you will be convinced it was made for you alone. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM49600	9 x12 ft.	60 lbs.	\$9.00	\$ 8.00	\$109.00	\$99.50
37C49601	4 1/2 x 7 1/2 ft.	Postpaid	5.00	5.00	42.95	38.95
37CM49602	6 x 9 ft.	30 lbs.	6.00	7.00	71.50	65.00
37CM49605	8 1/4 x10 1/2 ft.	50 lbs.	9.00	8.00	104.50	95.00
37C44877	27 x54 in.	Postpaid	{ Cash only unless bought with other merchandise }			
37C44878	36 x63 in.	Postpaid	{ Cash only unless bought with other merchandise }			

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American Orientals with the enviable antiquity of design, luster and beautiful colorings of fine old pieces . . . plus the wear and economy American manufacture alone can produce . . . that's the ideal of quality and workmanship which inspired these lovely rugs. Their sheenful, silky-soft texture and beautiful colors are precious to every home-maker.



Kirman Seamless American Oriental

Ivory color ground, romance and memory . . . some ancient weaver's dream brought to life that it might grace and adorn your home. Beauty to be prized and treasured, yes, but it is beauty that is also practical and useful; for modern American methods of manufacture have added sturdy durability, plus delightful economy, while retaining the charm of the old world. Fine texture, lustrous and soft. Large size *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM49220	9 x12 ft.	67 lbs.	\$ 8.00	\$ 8.00	\$93.50	\$85.00
37C44310	27 x54 in.	Postpaid		(Cash only)		8.85



Sarouk Seamless American Oriental

Mulberry ground, beloved color of century-old weavers. One of the finest specimens of the ancient Sarouk patterns, the mellow aging of the colors, the silk-like sheen is skillfully reproduced. Beauty that originally cost a king's ransom has now been given practical durability and brought within the reach of the modest American Home. Large size *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM49230	9 x12 ft.	67 lbs.	\$ 8.00	\$ 8.00	\$93.50	\$85.00
37C44317	27 x54 in.	Postpaid		{ Cash only unless bought }		8.85
37C44318	36 x63 in.	Postpaid		{ with other merchandise }		13.95



Tabriz Seamless American Oriental

Midnight Blue ground . . . the color of royalty. All the romantic glamorous splendor of the Arabian night fables made practical and ideally economical for the modern, fashionable home. Soft, fine texture; deep lustrous, sheenful: it is dark, light, flashing or subdued as it catches the light and shadow. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM49240	9 x12 ft.	67 lbs.	\$ 8.00	\$ 8.00	\$93.50	\$85.00
37CM49245	8 1/2 x10 1/2 ft.	54 lbs.	7.00	7.00	82.50	75.00
37C44311	27 x54 in.	Postpaid		{ Cash only unless bought }		8.85
37C44312	36 x63 in.	Postpaid		{ with other merchandise }		13.95



Isfahan Seamless American Oriental

Rose ground. Faithful copy of a priceless Indo Isfahan, it reproduces with marvelous fidelity even the gracious aging of the soft colors, the delightful texture and fine sheen. The backs of these finely made American Orientals contain no starch or glue; they are soft and pliable and may be folded without cracking the fibers . . . characteristic features of fabulous imported rugs. Large size *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM49250	9 x12 ft.	67 lbs.	\$ 8.00	\$ 8.00	\$93.50	\$85.00
37C44321	27 x54 in.	Postpaid		{ Cash only unless bought }		8.85
37C44322	36 x63 in.	Postpaid		{ with other merchandise }		13.95

These rugs shipped from Chicago, Ill., or Philadelphia, Pa. Send your order to Chicago or Philadelphia, whichever store is nearer your home. Any rug selling for less than \$20.00, cash only, unless bought with other merchandise. Refer to the Time Payment Plan in our Big General Catalog.

Captivating Charm, rich melody of beauty, elegance that is most desirable and a love for the truly beautiful are amply gratified in *Worsted Wiltons*. Imported wools—fine lustrous, long fibered and extremely durable—give our *Fine Worsted Wiltons* their treasured beauty and impressive wear; each tiny tuft is "buried" in the sturdy back. Superb wear and a wealth of beauty at attainable prices.



Seamless Worsted Wilton

Unique *Beige color ground*. Supremely worthy of being compared with the original Sarouk, which is a treasured museum piece. Finest imported worsted yarns produce a thick, compact, cushiony pile that is luxuriously soft to walk upon, delightful to look upon and capable of the most remarkable wear. This beautifully interpreted Sarouk is especially rich in colors favored by rug lovers. It is an ideal background around which to group the finest furnishings. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM49260	9 x12 ft.	54 lbs.	\$ 8.00	\$ 8.00	\$90.00	\$81.50
37CM49265	8½x10½ ft.	44 lbs.	7.00	7.00	82.50	75.00
37C44313	27 x54 in.	Postpaid		(Cash only)		8.85



Seamless Worsted Wilton

Taupe ground in the popular *Jaspe* effect. A rare old Polynaise pattern skillfully interpreted, preserving all the grace of design and beauty of coloring. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM49180	9 x12 ft.	54 lbs.	\$ 8.00	\$ 8.00	\$90.00	\$81.50
37CM49184	7½x9 ft.	34 lbs.	5.00	6.00	64.00	58.50
37CM49185	8½x10½ ft.	44 lbs.	7.00	7.00	82.50	75.00
37CM49186	11¼x12 ft.	67 lbs.	10.00	9.00	126.00	115.00
37CM49188	11¼x15 ft.	83 lbs.	12.50	10.00	162.50	149.50
37C44891	27 x54 in.	Postpaid		{ Cash only unless bought }		8.85
37C44892	36 x63 in.	Postpaid		{ with other merchandise }		13.95



Seamless Worsted Wilton

Light Taupe Jaspe ground in the softly shaded *Jaspe* effect. Persian scroll pattern which re-creates and breathes the spirit of the "golden age" of rug making. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM49320	9 x12 ft.	54 lbs.	\$ 8.00	\$ 8.00	\$90.00	\$81.50
37C49321	4½x7½ ft.	Postpaid	5.00	5.00	32.50	29.50
37CM49322	6 x9 ft.	27 lbs.	5.00	5.00	52.00	47.00
37CM49325	8½x10½ ft.	44 lbs.	7.00	7.00	82.50	75.00
37CM49329	9 x15 ft.	67 lbs.	10.00	9.00	126.00	115.00
37C44868	27 x54 in.	Postpaid		(Cash only)		8.85



Seamless Worsted Wilton

Imposingly graceful, this Persian scroll pattern takes for its main theme variations of the beautiful *lorus flower*, with buds and leaves. Note the skillful toning of colors. Rich *Rose ground* in fine *jaspé* effect. Old world beauty ideally suited to a place of honor in your home; for, besides its charm and refinement, it offers genuine satisfaction in the almost unlimited wear. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM49330	9 x12 ft.	54 lbs.	\$ 8.00	\$ 8.00	\$90.00	\$81.50
37CM49335	8½x10½ ft.	44 lbs.	7.00	7.00	82.50	75.00
37C44393	27 x54 in.	Postpaid		(Cash only)		8.85

Our Best Royal Wool Wiltons—Seamless. Finest imported wool yarns, tightly woven, produce a compact, cushiony pile; luxuriously soft, unusually durable. Skillful American artists have retained the gracious aging of the soft tone shadings and spirit of the sacred symbols of treasured Persians. This **FINER QUALITY** now within your "thrifty budget."



OUR BEST Seamless Wool Wilton

Gray taupe ground. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM49170	9 x12 ft.	56 lbs.	\$ 6.00	\$ 7.00	\$71.00	\$64.50
37CM49172	6 x 9 ft.	28 lbs.	5.00	5.00	46.00	41.50
37CM49174	7½ x 9 ft.	34 lbs.	5.00	5.00	49.00	44.50
37CM49175	8¾ x10½ ft.	44 lbs.	5.00	6.00	63.00	57.50
37CM49179	9 x15 ft.	66 lbs.	8.00	8.00	96.00	87.50
37CM49176	11¼ x12 ft.	70 lbs.	8.00	8.00	96.00	87.50
37CM49178	11¼ x15 ft.	88 lbs.	10.00	9.00	121.00	110.00
37C44886	27 x54 in.	Postpaid			(Cash only)	6.50



OUR BEST Seamless Wool Wilton

Taupe ground. This fine example of a rare old Caucasian pattern would bring nobility to any home. Firmly embedded in a strong, durable back, the thick, heavy pile shows unmistakably the high quality of its imported wool yarns. Its copies in minute detail all the beauty of the fine original. Its wearing qualities, no less than its beauty, will be a source of keen enjoyment. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM49770	9 x12 ft.	49 lbs.	\$ 6.00	\$ 7.00	\$71.00	\$64.50
37CM49775	8¾ x10½ ft.	37 lbs.	5.00	6.00	63.00	57.50
37C44152	27 x54 in.	Postpaid			(Cash only)	6.50



OUR BEST Seamless Wool Wilton

Taupe ground. The original was likely woven for the famous Persian Mosque of Ardebil; it marks the high point in the art of weaving, while it boasts of modern durability. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM49780	9 x12 ft.	51 lbs.	\$ 6.00	\$ 7.00	\$71.00	\$64.50
37CM49782	6 x 9 ft.	26 lbs.	5.00	5.00	46.00	41.50
37CM49785	8¾ x10½ ft.	41 lbs.	5.00	6.00	63.00	57.50
37C44373	27 x54 in.	Postpaid			{ Cash only unless bought with other merchandise }	6.50
37C44375	36 x63 in.	Postpaid				9.95



OUR BEST Seamless Wool Wilton

Gray taupe ground. The original Kirman rug is preserved in a London Museum. The wealth of Oriental detail embodied in this fine pattern speaks volumes for the skill of American artists who interpreted and re-created the pattern. Clearly and definitely it tells the world of ancient beauty that is as new and imposing today as it was centuries ago. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM49700	9 x12 ft.	51 lbs.	\$ 6.00	\$ 7.00	\$71.00	\$64.50
37CM49705	8¾ x10½ ft.	41 lbs.	5.00	6.00	63.00	57.50
37C44179	27 x54 in.	Postpaid			(Cash only)	6.50

These rugs shipped from Chicago, Ill., or Philadelphia, Pa. Send your order to Chicago or Philadelphia, whichever store is nearer your home. Any rug selling for less than \$20.00, cash only, unless bought with other merchandise. Refer to the Time Payment Plan in our Big General Catalog.

Seamless Royal Wiltons have always been household favorites—for service and value. The dignity and luxury appeal of the patterns is obvious. Master weavers of the Orient, Persia and other famous rug weaving lands, contributed their themes. No less a contribution to lovelier home interiors are our new, helpful lower prices.



OUR BEST Seamless Wool Wilton

Light taupe ground so admirably suited to the furnishings in the fashionable "young" American home. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM49140	9 x 12 ft.	56 lbs.	\$ 6.00	\$ 7.00	\$71.00	\$64.50
37CM49142	6 x 9 ft.	28 lbs.	5.00	5.00	46.00	41.50
37CM49144	7½ x 9 ft.	34 lbs.	5.00	5.00	49.00	44.50
37CM49145	8½ x 10½ ft.	44 lbs.	5.00	6.00	63.00	57.50
37CM49146	11½ x 12 ft.	70 lbs.	8.00	8.00	96.00	87.50
37C44986	27 x 54 in.	Postpaid		(Cash only)		6.50



OUR BEST Seamless Wool Wilton

Here is the longed for Persian pattern in popular Taupe Color Ground. Observe the wealth of detail, the staidness of the pattern, the ornamental beauty of the border. An unusually fine Persian design comprehensive of the mystic symbolism that made weaving a sacred rite as well as an occupation. Buy this exceptionally fine rug for its beauty and enjoy for many years its low cost service. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM49380	9 x 12 ft.	56 lbs.	\$ 6.00	\$ 7.00	\$71.00	\$64.50
37CM49385	8½ x 10½ ft.	44 lbs.	5.00	6.00	63.00	57.50
37C44391	27 x 54 in.	Postpaid		(Cash only)		6.50



OUR BEST Seamless Wool Wilton

Rose color ground. Copy of a fine Persian pattern that never for a moment grows monotonous; as popular today in homes that know good taste as was the original. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM49270	9 x 12 ft.	51 lbs.	\$ 6.00	\$ 7.00	\$71.00	\$64.50
37C49271	4½ x 7½ ft.	Postpaid	4.00	4.00	27.50	25.00
37CM49272	6 x 9 ft.	26 lbs.	5.00	5.00	46.00	41.50
37CM49275	8½ x 10½ ft.	41 lbs.	5.00	6.00	63.00	57.50
37C44332	27 x 54 in.	Postpaid		{ Cash only unless bought		6.50
37C44333	36 x 63 in.	Postpaid		{ with other merchandise		9.95



OUR BEST Seamless Wool Wilton

PERSIAN SAROUK PATTERN

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM49190	9 x 12 ft.	49 lbs.	\$ 6.00	\$ 7.00	\$71.00	\$64.50
37C49191	4½ x 7½ ft.	Postpaid	4.00	4.00	27.50	25.00
37CM49192	6 x 9 ft.	26 lbs.	5.00	5.00	46.00	41.50
37CM49195	8½ x 10½ ft.	37 lbs.	5.00	6.00	63.00	57.50
37CM49199	9 x 15 ft.	57 lbs.	8.00	8.00	96.00	87.50
37CM49196	11½ x 12 ft.	61 lbs.	8.00	8.00	96.00	87.50
37CM49198	11½ x 15 ft.	75 lbs.	10.00	9.00	121.00	110.00
37C44895	27 x 54 in.	Postpaid		{ Cash only unless bought		6.50
37C44896	36 x 63 in.	Postpaid		{ with other merchandise		9.95

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Definitely duplicates the fascinating gracefulness and subtle coloring of age-old Persians and Orientals. The most effective room ensembles start with the rug. You will be highly pleased with our low cost way of being modern and smart, for, as you know, others ask much more for such *Good Grade Wool Wiltons*. Beauty and long wear are combined in these handsome patterns.



Seamless Wool Wilton

Even if you are not redecorating your home, with these advantageous savings in view you will surely want a new rug of the finer type. It will cost you no more now than just the ordinary grade rug heretofore. In this **GOOD GRADE WOOL WILTON** is Oriental artistry at its best; the flash of jewel-like colors against the *Taupe jaspe* ground is beauty that appeals to all ages. Large size *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM49650	9 x12 ft.	46 lbs.	\$ 5.00	\$ 6.00	\$60.50	\$55.00
37C44300	27 x54 in.	Postpaid		(Cash only)		5.65



Seamless Wool Wilton

Up-to-date version of a charming and quaint Colonial pattern. The *jaspe gray taupe* ground will harmonize with your present furnishings and your guests will linger to admire the soft tone shadings of the gracefully grouped leaf and blossom design. Here is the smart, distinctive rug you've waited for and it has the staunch wearing qualities thrifty home-makers demand. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM49660	9 x12 ft.	49 lbs.	\$ 5.00	\$ 6.00	\$60.50	\$55.00
37CM49665	8 1/4 x10 1/2 ft.	44 lbs.	5.00	5.00	53.50	48.50
37C44320	27 x54 in.	Postpaid		(Cash only)		5.65



Seamless Wool Wilton

Tan ground, Ispahan pattern. Dignity and grace are personified in this fine pattern of Persian origin. The rich *tan ground* ably beautifies the sacred lotus blossom design that forms its principal motif of decoration. Strong wools, judiciously mixed with the finest and softest wools produce the deep compact pile... a luxurious rug of remarkable durability. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM49670	9 x12 ft.	44 lbs.	\$ 5.00	\$ 6.00	\$60.50	\$55.00
37CM49675	8 1/4 x10 1/2 ft.	35 lbs.	5.00	5.00	53.50	48.50
37C44306	27 x54 in.	Postpaid		(Cash only)		5.65



Seamless Wool Wilton

Tan ground, Persian pattern. The original Persian piece was revered for the inspired combining of signs and symbolic characters vitally interesting to ancient rulers. In your home it would be a source of never ending enjoyment. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM49680	9 x12 ft.	49 lbs.	\$ 5.00	\$ 6.00	\$60.50	\$55.00
37CM49685	8 1/4 x10 1/2 ft.	44 lbs.	5.00	5.00	53.50	48.50
37CM49689	9 x15 ft.	59 lbs.	7.00	7.00	80.00	72.50
37C44301	27 x54 in.	Postpaid		{ Cash only unless bought with other merchandise }		5.65
37C44302	36 x63 in.	Postpaid				8.50

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These Good Wool Wiltons give you unsurpassed beauty . . . authentic designs in dignified original colorings that will enrich any home grouping. Besides a welcomed saving in money you will appreciate the good quality and good wear the fine imported wool yarns assure you. Each is a leader in its price class. Quality is woven into these fine rugs.



Seamless Wool Wilton

The favorite *Light Taupe ground* found in homes of refinement. Copy of a fine Persian jewel pattern. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM49350	9 x12 ft.	49 lbs.	\$ 5.00	\$ 6.00	\$60.50	\$55.00
37CM49355	8 1/4 x10 1/2 ft.	44 lbs.	5.00	5.00	53.50	48.50
37C44365	27 x54 in.	Postpaid	{ Cash only unless bought with other merchandise }			5.65
37C44366	36 x63 in.	Postpaid				8.50



Seamless Wool Wilton

Rose ground, beloved by ancient weavers. There exists no finer interpretation of the mystical "Tree of Life" pattern. This Persian pattern teems with ancient beauty, as desirable today as it was centuries ago. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM49690	9 x12 ft.	44 lbs.	\$ 5.00	\$ 6.00	\$60.50	\$55.00
37CM49695	8 1/4 x10 1/2 ft.	35 lbs.	5.00	5.00	53.50	48.50
37C44330	27 x54 in.	Postpaid				(Cash only) 5.65



Seamless Wool Wilton

Gray Taupe ground. Faithful copy of a Persian that adorned the walls of an imperial mosque. What a delightful background of culture and beauty for the modern American home . . . the far reaching charm of the ancients combined with today's practical economy of lower prices. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM49360	9 x12 ft.	49 lbs.	\$ 5.00	\$ 6.00	\$60.50	\$55.00
37CM49365	8 1/4 x10 1/2 ft.	44 lbs.	5.00	5.00	53.50	48.50
37C44371	27 x54 in.	Postpaid				(Cash only) 5.65



Seamless Wool Wilton

Taupe ground. The modern weaver repeats the story of ancient traditions in this fine interpretation of a novel Persian pattern. The original was the product of patient hand weavers and clearly shows the refining influence of the people of Ispahan. Buy this Finer Type rug, you can afford to now; our moderate prices bring it within your practical "thrifty budget." Superior in quality, and appearance, and capable of the most satisfying, long continued good wear. Large size *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM49710	9 x12 ft.	46 lbs.	\$ 5.00	\$ 6.00	\$60.50	\$55.00
37C44304	27 x54 in.	Postpaid				(Cash only) 5.65

These rugs shipped from Chicago, Ill., or Philadelphia, Pa. Send your order to Chicago or Philadelphia, whichever store is nearer your home.

Any rug selling for less than \$20.00, cash only, unless bought with other merchandise.

Refer to the Time Payment Plan in our Big General Catalog.

In These New Special Weaves you will find rugs luxurious in appearance, charming in design, delightful in coloring—and surprisingly moderate in price. True creations all . . . new adaptations of luxurious Persians . . . compelling designs . . . exquisite color harmonies. These Seamless Rugs will serve and completely satisfy you.



Luxurious Seamless Rug

Taupe ground, Sarouk pattern easily recognized by the characteristic spray effects and pleasing lotus motif! These rugs are a special weave. They are soft, pliable and possess practical durability that is altogether surprising when our low prices are considered. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47600	9 x12 ft.	50 lbs.	\$ 5.00	\$ 6.00	\$60.50	\$55.00
37CM47605	8½x10½ ft.	40 lbs.	5.00	5.00	53.50	48.50
37C44344	27 x54 in.	Postpaid	{ Cash only unless bought with other merchandise }			5.65
37C44345	36 x63 in.	Postpaid	{ Cash only unless bought with other merchandise }			8.50



Luxurious Seamless Rug

Vari-colored ground, Persian Panel pattern. Innumerable sacred motifs used for the prayer rugs carried by loyal Moslems. Every tuft of the strong imported wool is embedded in the sturdy back of the rug. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47610	9 x12 ft.	50 lbs.	\$ 5.00	\$ 6.00	\$60.50	\$55.00
37C47611	4½x 6½ ft.	Postpaid	(Cash only)			16.75
37CM47612	6 x 9 ft.	28 lbs.	5.00	5.00	32.50	29.50
37CM47615	8½x10½ ft.	40 lbs.	5.00	5.00	53.50	48.50
37C44346	27 x54 in.	Postpaid	{ Cash only unless bought with other merchandise }			5.65
37C44347	36 x63 in.	Postpaid	{ Cash only unless bought with other merchandise }			8.50



Luxurious Seamless Rug

Black ground, Ispahan pattern. Graceful twining leaf and blossom . . . victorious symbols . . . interpreted in lustrous, hard wearing wool yarns. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47620	9 x12 ft.	50 lbs.	\$ 5.00	\$ 6.00	\$60.50	\$55.00
37C47621	4½x 6½ ft.	Postpaid	(Cash only)			16.75
37CM47622	6 x 9 ft.	28 lbs.	5.00	5.00	32.50	29.50
37CM47625	8½x10½ ft.	40 lbs.	5.00	5.00	53.50	48.50
37C44355	27 x54 in.	Postpaid	{ Cash only unless bought with other merchandise }			5.65
37C44356	36 x63 in.	Postpaid	{ Cash only unless bought with other merchandise }			8.50



Luxurious Seamless Rug

Tan ground, Persian pattern. The wonder is that rugs so typically Oriental and fine in appearance can be so practical for every day use and so economically priced. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47630	9 x12 ft.	50 lbs.	\$ 5.00	\$ 6.00	\$60.50	\$55.00
37CM47635	8½x10½ ft.	40 lbs.	5.00	5.00	53.50	48.50
37C44298	27 x54 in.	Postpaid	{ Cash only unless bought with other merchandise }			5.65
37C44299	36 x63 in.	Postpaid	{ Cash only unless bought with other merchandise }			8.50

These rugs shipped from Chicago, Ill., or Philadelphia, Pa. Send your order to Chicago or Philadelphia, whichever store is nearer your home. Any rug selling for less than \$20.00, cash only, unless bought with other merchandise. Refer to the Time Payment Plan in our Big General Catalog.

Wool gathered from far away places, some of which is exceptionally sturdy, some silky soft, and some in between, are woven into these rugs. Skillfully mixed, in proved proportions, the yarns made from this wool are marvelously sturdy and lustrous. Beauty, design, and durability are woven into these lovely Seamless Worsted Velvet Rugs and they are offered at very low prices.



Best Seamless Worsted Velvet

Tanpe Jasper ground, Chinese pattern. OUR BEST worsted Velvet, among the finest woven in this country. Imported worsted yarns dyed before weaving, give the face of the rug that fine costly appearance; and the fine yarns embedded in a very strong back assure satisfying service. Large sizes Not Prepaid

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM46600	9 x12 ft.	47 lbs.	\$ 5.00	\$ 5.00	\$49.50	\$45.00
37CM46605	8¼x10½ ft.	37 lbs.	5.00	5.00	42.50	38.50
37C44350	27 x54 in.	Postpaid		(Cash only)		4.50



Best Seamless Worsted Velvet

Tan ground, Oriental pattern. OUR BEST Worsted Velvet, bringing you the quality appearance, the cultural beauty of the old world at modern thrift prices. Every tuft of the imported worsted yarn is embedded in the strongly woven back. Large sizes Not Prepaid

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM46610	9 x12 ft.	47 lbs.	\$ 5.00	\$ 5.00	\$49.50	\$45.00
37CM46615	8¼x10½ ft.	37 lbs.	5.00	5.00	42.50	38.50
37C44360	27 x54 in.	Postpaid		(Cash only)		4.50



Fine Quality Seamless Velvet

Light tan ground, Chinese pattern. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM46620	9 x12 ft.	46 lbs.	\$ 5.00	\$ 5.00	\$47.00	\$42.50
37C46621	4½x 6½ ft.	Postpaid		(Cash only)		12.95
37CM46622	6 x 9 ft.	23 lbs.	4.00	4.00	26.00	23.50
37CM46624	7½x 9 ft.	30 lbs.	5.00	5.00	31.75	28.75
37CM46625	8¼x10½ ft.	34 lbs.	5.00	5.00	40.50	36.50
37C44370	27 x54 in.	Postpaid		(Cash only)		4.15



Fine Quality Seamless Velvet

Tan Jasper ground, Persian Pattern. More beauty, more intrinsic value and good wear than can usually be expected in rugs so inexpensive. This finely interpreted Persian pattern never grows monotonous, its age-old charm is most appealing in the modern home of today Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM46630	9 x12 ft.	46 lbs.	\$ 5.00	\$ 5.00	\$47.00	\$42.50
37CM46635	8¼x10½ ft.	34 lbs.	5.00	5.00	40.50	36.50
37C44358	27 x54 in.	Postpaid		(Cash only)		4.15

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16th and 17th Century hand weavers of the old world used the same rug design generation after generation. Thus, they wove into each rug their own individuality and that enjoyable "human" touch so carefully retained in these fine copies. Our Best Axminsters are sought after for their bright beauty and splendid wear.



OUR BEST Seamless Axminster

Rose ground, Persian Ispahan pattern. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47640	9 x12 ft.	45 lbs.	\$ 5.00	\$ 5.00	\$47.00	\$42.50
37CM47641	4½ x 6½ ft.	Postpaid			(Cash only)	12.95
37CM47642	6 x 9 ft.	24 lbs.	4.00	4.00	26.00	23.50
37CM47644	7½ x 9 ft.	28 lbs.	5.00	5.00	31.75	28.75
37CM47645	8½ x10½ ft.	36 lbs.	5.00	5.00	40.50	36.50
37CM47649	9 x15 ft.	60 lbs.	5.00	6.00	61.25	55.75
37C44260	27 x54 in.	Postpaid	{ Cash only unless bought }			4.15
37C44261	36 x63 in.	Postpaid	{ with other merchandise }			6.35



OUR BEST Seamless Axminster

Tan ground, delightful Kirman pattern of Persian origin. Our best Axminster, embodying the most selective patterns, the choicest wools and most pronounced good wear. Surely this is the year to buy that finer type rug, because market conditions bring you great savings at our low prices. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47650	9 x12 ft.	45 lbs.	\$ 5.00	\$ 5.00	\$47.00	\$42.50
37CM47655	8½ x10½ ft.	36 lbs.	5.00	5.00	40.50	36.50
37C44160	27 x54 in.	Postpaid	{ Cash only }			4.15



OUR BEST Seamless Axminster

Tan ground. Copy of a priceless Sarouk pattern. Strength of construction, quality of wools, permanency of dyes and the most artistically correct patterns make these rugs supreme in their class. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47160	9 x12 ft.	45 lbs.	\$ 5.00	\$ 5.00	\$47.00	\$42.50
37CM47165	8½ x10½ ft.	36 lbs.	5.00	5.00	40.50	36.50
37C44198	27 x54 in.	Postpaid	{ Cash only unless bought }			4.15
37C44199	36 x63 in.	Postpaid	{ with other merchandise }			6.35



OUR BEST Seamless Axminster

Gray ground, Chinese pattern. In step with fashion's demand for the modern American Home. Imported wool yarns, selected for their rugged wearing qualities, give the thick, deep, strong pile added luxury and beauty. Large sizes Not Prepaid

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47170	9 x12 ft.	45 lbs.	\$ 5.00	\$ 5.00	\$47.00	\$42.50
37CM47174	7½ x 9 ft.	28 lbs.	5.00	5.00	31.75	28.75
37CM47175	8½ x10½ ft.	36 lbs.	5.00	5.00	40.50	36.50
37C44283	27 x54 in.	Postpaid	{ Cash only unless bought }			4.15
37C44284	36 x63 in.	Postpaid	{ with other merchandise }			6.35

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Our Best Seamless Axminster Rugs are the strongest, longest wearing and quite the handsomest! Ranking among the best Axminsters made, they are easily recognized by their "quality" appearance. Select imported wools are compactly woven to produce the close-set, thick, deep lustrous pile that is the keynote of their refined beauty and durability. From every angle, they are distinctive.



OUR BEST Seamless Axminster

Popular brown ground. Copy of a rare Caucasian antique. Typical of these fine patterns, it has an unusual arrangement of geometrical medallions combined with dainty leaf and blossom motifs. The strongest of fine imported wools gives luxurious depth of pile and the most satisfying wear. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM47180	9 x12 ft.	46 lbs.	\$ 5.00	\$ 5.00	\$47.00	\$42.50
37CM47185	8½x10½ ft.	38 lbs.	5.00	5.00	40.50	36.50
37C44180	27 x54 in.	Postpaid		(Cash only)		4.15



OUR BEST Seamless Axminster

Vari-colored ground, 18th Century English design. Replete with a multiplicity of interesting themes, it is a most delightful pattern. The fine, soft, deep pile intensifies the delicate shading, balancing and contrasting of colors. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM47190	9 x12 ft.	46 lbs.	\$ 5.00	\$ 5.00	\$47.00	\$42.50
37CM47195	8½x10½ ft.	38 lbs.	5.00	5.00	40.50	36.50
37C44200	27 x54 in.	Postpaid		{ Cash only unless bought with other merchandise }		4.15
37C44201	36 x63 in.	Postpaid				6.35



OUR BEST Seamless Axminster

Tan ground, Semi-Modern Floral and leaf pattern. Possessing a charm and appeal that sets it apart, it is an outstanding example of modern artistry in rug weaving. Strong, rugged wearing wool yarns properly balanced with soft fine texture wools assure enduring satisfaction. Large size *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM47200	9 x12 ft.	46 lbs.	\$ 5.00	\$ 5.00	\$47.00	\$42.50
37C44190	27 x54 in.	Postpaid		(Cash only)		4.15



OUR BEST Seamless Axminster

Tan ground Persian pattern. The original Persian piece was the product of an old tribal band; it has been revered for centuries. Emblematic of victorious battles, it has a strong—almost bold appeal to the imagination, yet in the soft tone shadings of seraphic colors there is exquisite good breeding and genteel refinement. *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM47210	9 x12 ft.	46 lbs.	\$ 5.00	\$ 5.00	\$47.00	\$42.50
37CM47215	8½x10½ ft.	38 lbs.	5.00	5.00	40.50	36.50

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Our Best Axminsters are among the very best woven in this country. They contribute the gracious charm of age-old Persian masterpieces of which they are faithful copies. And not to be outdone by this antiquity is a delightful example of the quaint *Early American Hooked Rug*. Time honored beauty that transforms the home.



OUR BEST Seamless Axminster

Tan ground. This fine Persian pattern is the correct starting point; the inspirational background for the perfect ensembling of finer home furnishings. Breathing of the culture and mystical charm of the old world, it has the added attraction of sturdy American durability combined with practical economy in price . . . an ideal choice for your home. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47100	9 x12 ft.	46 lbs.	\$ 5.00	\$ 5.00	\$47.00	\$42.50
37CM47105	8 1/4 x10 1/2 ft.	38 lbs.	5.00	5.00	40.50	36.50
37C44140	27 x54 in.	Postpaid		(Cash only)		4.15



OUR BEST Seamless Axminster

Ivory ground. Stressing the quaint beauty of our Colonial days, this very desirable antique hooked rug pattern cleverly portrays the staunch simplicity of our own forefathers. A perfect setting for any type of furniture. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM48590	9 x12 ft.	44 lbs.	\$ 5.00	\$ 5.00	\$47.00	\$42.50
37C48591	4 1/2 x 6 1/2 ft.	Postpaid		(Cash only)		12.95
37CM48594	7 1/2 x 9 ft.	28 lbs.	5.00	5.00	31.75	28.75
37CM48595	8 1/4 x10 1/2 ft.	35 lbs.	5.00	5.00	40.50	36.50
37C44362	27 x54 in.	Postpaid		(Cash only)		4.15



OUR BEST Seamless Axminster

Popular Beige ground. Chino-Persian . . . distinctively Chinese . . . unmistakably Persian. Skillful is the artist who can take two individual themes and fashion them into a rug that will be a thing of beauty and a joy forever! A sublime background of refinement for your home; a rug to be lived with and enjoyed day in and day out. At Sears you may choose from a wonderfully complete collection . . . the weave you want . . . the fine pattern you've longed for . . . the soft-tone shadings you prefer. And our modest prices always show you a substantial saving. *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47500	9 x12 ft.	46 lbs.	\$ 5.00	\$ 5.00	\$47.00	\$42.50
37CM47505	8 1/4 x10 1/2 ft.	38 lbs.	5.00	5.00	40.50	36.50



OUR BEST Seamless Axminster

Tan ground. Originally designed for an imperial mosque, this excellent Persian pattern has the precious lotus blossom for its chief motif. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47120	9 x12 ft.	46 lbs.	\$ 5.00	\$ 5.00	\$47.00	\$42.50
37C47121	4 1/2 x 6 1/2 ft.	Postpaid		(Cash only)		12.95
37CM47122	6 x 9 ft.	24 lbs.	4.00	4.00	26.00	23.50
37CM47125	8 1/4 x10 1/2 ft.	38 lbs.	5.00	5.00	40.50	36.50
37C44170	27 x54 in.	Postpaid		{ Cash only unless bought }		4.15
37C44171	36 x63 in.	Postpaid		{ with other merchandise }		6.35

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Refer to the Time Payment Plan in our Big General Catalog.

These Fine Seamless Axminster Rugs second in quality only to our Best Grade, have in their sturdy Axminster weave the smartness and durability you desire, at prices well within the modest price budget. Designed by foremost artists, and well made of strong wool yarns, they contain more color beauty, more wear and value than is customarily found in rugs at this price.



Fine Quality Seamless Axminster

Blue-black ground. Persian pattern. Large sizes Not Prepaid

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Price	Cash Price	
37CM47130	9 x12 ft.	40 lbs.	\$ 5.00	\$ 5.00	\$41.50	\$37.50	
37C47131	4½ x 6½ ft.	Postpaid		(Cash only)		11.95	
37CM47132	6 x 9 ft.	20 lbs.	4.00	4.00	24.00	21.50	
37CM47134	7½ x 9 ft.	25 lbs.	5.00	5.00	28.75	25.75	
37CM47135	8½ x10½ ft.	32 lbs.	5.00	5.00	36.00	32.50	
37C44195	22½ x36 in.	Postpaid	{ Cash only unless bought with other merchandise }				2.25
37C44196	27 x34 in.	Postpaid					3.75
37C44197	36 x63 in.	Postpaid					5.95



Fine Quality Seamless Axminster

Taupe ground. The pleasing ground color and the exquisitely balanced soft tone shadings will suggest the suitability of this Ispahan pattern for any room. Turkey, the Andes Mountains, the plains of Arabia . . . almost inaccessible places in the old world, all have contributed wools that make this fine Axminster the sturdy wearing rug it is. Interior decorators and home-makers agree that the rug is the "heart" of a finely furnished home. Sears modest and economical prices bring you this lovely rug teeming with refined, comfortable "homey" beauty and splendid wear. Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM47140	9 x12 ft.	43 lbs.	\$ 5.00	\$ 5.00	\$41.50	\$37.50



Fine Quality Seamless Axminster

Taupe ground, Indo-Persian pattern. The fearless roving tribes of India, the patient hand weavers of Persia all left the imprint of their cryptic messages in this delightful pattern. The finest of imported wools, combined with sturdy native wools, insure the lasting beauty and good wear. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM48640	9 x12 ft.	41 lbs.	\$ 5.00	\$ 5.00	\$41.50	\$37.50
37CM48645	8½x10½ ft.	33 lbs.	5.00	5.00	36.00	32.50
37C44357	27 x54 in.	Postpaid	(Cash only)			3.75



Fine Quality Seamless Axminster

Tan ground, Kirman pattern. Tucked away in the southernmost part of Persia is Kirman, home of some of the finest Oriental rugs. American artists have recreated the spirit of a fine old Kirman and reproduced with admirable delicacy all the grace and symmetry of the original pattern and even the mellow shading of colors. American weavers have given it added strength and practicability. This finer type rug at Sears is now brought within your thrifty "household budget." Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM47150	9 x12 ft.	43 lbs.	\$ 5.00	\$ 5.00	\$41.50	\$37.50

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Refer to the Time Payment Plan in our Big General Catalog.

This Year You Can Do More than merely talk about a new fine rug; our very modest prices now bring the better qualities within your "home furnishings" budget. We present three new interpretations of century-old Persian and Oriental motifs; also, the fashionable two-tone plain color rugs. *Fine Axminsters* with strong, deep ALL WOOL pile.



Fine Axminster—Seamless

Plain Axminsters, your choice of Green, Taupe or Rose color grounds. State color desired. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47270	9 x12 ft.	43 lbs.	\$ 5.00	\$ 5.00	\$41.50	\$37.50
37C47271	4½ x 6½ ft.	Postpaid		(Cash only)		11.95
37CM47272	6 x 9 ft.	23 lbs.	4.00	4.00	24.00	21.50
37CM47274	7½ x 9 ft.	27 lbs.	5.00	5.00	28.75	25.75
37CM47275	8¼ x10½ ft.	35 lbs.	5.00	5.00	36.00	32.50
37C44246	27 x60 in.	Postpaid	{ Cash only unless bought with other merchandise }			3.85
37C44249	36 x63 in.	Postpaid	{ Cash only unless bought with other merchandise }			5.95



Fine Axminster—Seamless

Silver color ground, Persian Pattern. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47280	9 x12 ft.	40 lbs.	\$ 5.00	\$ 5.00	\$41.50	\$37.50
37C47281	4½ x 6½ ft.	Postpaid		(Cash only)		11.95
37CM47282	6 x 9 ft.	20 lbs.	4.00	4.00	24.00	21.50
37CM47284	7½ x 9 ft.	25 lbs.	5.00	5.00	28.75	25.75
37CM47285	8¼ x10½ ft.	32 lbs.	5.00	5.00	36.00	32.50
37C44166	27 x54 in.	Postpaid	{ Cash only unless bought with other merchandise }			3.75
37C44167	36 x63 in.	Postpaid	{ Cash only unless bought with other merchandise }			5.95



Fine Axminster—Seamless

Taupe ground, Persian Pattern. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47290	9 x12 ft.	43 lbs.	\$ 5.00	\$ 5.00	\$41.50	\$37.50
37CM47292	6 x 9 ft.	23 lbs.	4.00	4.00	24.00	21.50
37CM47294	7½ x 9 ft.	27 lbs.	5.00	5.00	28.75	25.75
37CM47295	8¼ x10½ ft.	35 lbs.	5.00	5.00	36.00	32.50
37C44250	27 x60 in.	Postpaid	{ Cash only unless bought with other merchandise }			3.85
37C44251	36 x63 in.	Postpaid	{ Cash only unless bought with other merchandise }			5.95



Fine Axminster—Seamless

Tan ground Pleasing and unusually interesting is this Modern Oriental pattern with its wealth of beauty that is ever new, ever desirable. Signs of the zodiac and the seasons of the year . . . cryptic, commanding tales ably interpreted by the ancients, and retold by modern Orientals. Time honored beauty that commands a place of honor even among original Orientals. And it is not necessary that you save up the entire purchase price. A small down payment will bring you this rug; you pay the balance while using it. See page 1. Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47300	9 x12 ft.	43 lbs.	\$ 5.00	\$ 5.00	\$41.50	\$37.50

These rugs shipped from Chicago, Ill., or Philadelphia, Pa. Send your order to Chicago or Philadelphia, whichever store is nearer your home. Any rug selling for less than \$20.00, cash only, unless bought with other merchandise. Refer to the Time Payment Plan in our Big General Catalog.

Fine Quality Seamless Axminsters. Their luxuriously soft pile and age-old patterns find a ready welcome in the tastefully furnished American Home. Rich colors that blend with each other and the home surroundings. "New Era Price Levels" make prideful ownership easier than ever.



Fine Axminster—Seamless

Tan ground, Colonial Chintz pattern. The simplicity and good taste so desirable in a rug we must live with for many years are apparent in this Colonial pattern. Styled for any room; it is particularly appropriate with "period" furniture and equally as charming with the modern type of furniture. Picture the cozy, "homey" attractiveness of this rug in your home. Inquire; test our values . . . you will find we save you the most money whether you pay all cash or buy on our Easy Payment Plan. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM48620	9 x12 ft.	41 lbs.	\$ 5.00	\$ 5.00	\$41.50	\$37.50
37CM48625	8½x10½ ft.	33 lbs.	5.00	5.00	36.00	32.50
37C44359	27 x54 in.	Postpaid		(Cash only)		3.75



Fine Axminster—Seamless

Vari-colored ground Persian Panel pattern. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47310	9 x12 ft.	41 lbs.	\$ 5.00	\$ 5.00	\$41.50	\$37.50
37C47311	4½x 6½ ft.	Postpaid		(Cash only)		11.95
37CM47312	6 x 9 ft.	22 lbs.		4.00	4.00	24.00
37CM47314	7½x 9 ft.	27 lbs.		5.00	5.00	28.75
37CM47315	8½x10½ ft.	33 lbs.		5.00	5.00	36.00
37CM47319	9 x15 ft.	50 lbs.		5.00	5.00	54.50
37C44168	27 x54 in.	Postpaid		{ Cash only unless bought with other merchandise }		3.75
37C44169	36 x63 in.	Postpaid		{ Cash only unless bought with other merchandise }		5.95



Fine Axminster—Seamless

Rose ground, Kirmanshah pattern. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47220	9 x12 ft.	40 lbs.	\$ 5.00	\$ 5.00	\$41.50	\$37.50
37C47221	4½x 6½ ft.	Postpaid		(Cash only)		11.95
37CM47222	6 x 9 ft.	20 lbs.		4.00	4.00	24.00
37CM47224	7½x 9 ft.	25 lbs.		5.00	5.00	28.75
37CM47225	8½x10½ ft.	32 lbs.		5.00	5.00	36.00
37CM47229	9 x15 ft.	50 lbs.		5.00	5.00	54.50
37C44400	22½x36 in.	Postpaid		{ Cash only unless bought with other merchandise }		2.25
37C44401	27 x54 in.	Postpaid		{ Cash only unless bought with other merchandise }		3.75
37C44402	36 x63 in.	Postpaid		{ Cash only unless bought with other merchandise }		5.95



Fine Axminster—Seamless

Gray ground, Persian pattern. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM48700	9 x12 ft.	47 lbs.	\$ 5.00	\$ 5.00	\$41.50	\$37.50
37C48701	4½x 6½ ft.	Postpaid		(Cash only)		11.95
37CM48702	6 x 9 ft.	24 lbs.		4.00	4.00	24.00
37CM48704	7½x 9 ft.	30 lbs.		5.00	5.00	28.75
37CM48705	8½x10½ ft.	38 lbs.		5.00	5.00	36.00
37C44542	22½x36 in.	Postpaid		{ Cash only unless bought with other merchandise }		2.25
37C44544	27 x54 in.	Postpaid		{ Cash only unless bought with other merchandise }		3.75
37C44548	36 x63 in.	Postpaid		{ Cash only unless bought with other merchandise }		5.95

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Refer to the Time Payment Plan in our Big General Catalog.

New Adaptations of Fine Sarouks; a stately 14th Century Damask pattern and a new design of Chinese origin . . . a wealth of beauty . . . an inspiration around which to plan new, finer surroundings. Long lasting Axminster weaves in two reliable qualities, moderately priced.



Fine Axminster—Seamless

Two-tone Green Damask effect. Refined beauty and the good wearing qualities that adapt it for use in any room. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47230	9 x12 ft.	40 lbs.	\$ 5.00	\$ 5.00	\$41.50	\$37.50
37CM47235	8 1/4 x10 1/2 ft.	32 lbs.	5.00	5.00	36.00	32.50
37C44188	27 x54 in.	Postpaid	{ Cash only unless bought with other merchandise }			3.75
37C44189	36 x63 in.	Postpaid	{ Cash only unless bought with other merchandise }			5.95



Fine Axminster—Seamless

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47250	9 x12 ft.	40 lbs.	\$ 5.00	\$ 5.00	\$41.50	\$37.50
37C47251	4 1/2 x 6 1/2 ft.	Postpaid	{ Cash only }			11.95
37CM47252	6 x 9 ft.	20 lbs.	4.00	4.00	24.00	21.50
37CM47254	7 1/2 x 9 ft.	25 lbs.	5.00	5.00	28.75	25.75
37CM47255	8 1/4 x10 1/2 ft.	32 lbs.	5.00	5.00	36.00	32.50
37CM47259	9 x15 ft.	50 lbs.	5.00	5.00	54.50	49.50
37CM47258	11 1/4 x15 ft.	63 lbs.	6.00	7.00	69.00	62.50
37C44185	27 x54 in.	Postpaid	{ Cash only unless bought with other merchandise }			3.75
37C44187	2 1/4 x 9 ft.	Postpaid	{ Cash only unless bought with other merchandise }			7.50



Good Axminster—Seamless

Brown Jasper ground, Sarouk design. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47240	9 x12 ft.	39 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37C47241	4 1/2 x 6 1/2 ft.	Postpaid	{ Cash only unless bought with other merchandise }			9.50
37CM47242	6 x 9 ft.	20 lbs.	4.00	4.00	24.00	17.00
37CM47244	7 1/2 x 9 ft.	25 lbs.	5.00	5.00	30.50	27.50
37CM47245	8 1/4 x10 1/2 ft.	33 lbs.	5.00	5.00	46.50	42.00
37CM47249	9 x15 ft.	50 lbs.	5.00	5.00	46.50	42.00
37CM47246	11 1/4 x12 ft.	55 lbs.	5.00	5.00	46.50	42.00
37C44280	27 x54 in.	Postpaid	{ Cash only }			2.98



Good Axminster—Seamless

Tan ground, Chinese design. These attractive rugs of Chinese origin are found in many finer homes. And it is not surprising, for they represent the highest type of artistry. The gracefully posed floral motifs are ever new and interesting; one immediately senses the charm and it grows and lingers. Of no less importance to you are the good wearing qualities and our attractively low prices. The soft, deep all wool pile gives most satisfying service. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47260	9 x12 ft.	39 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37CM47265	8 1/4 x10 1/2 ft.	33 lbs.	5.00	5.00	30.50	27.50
37C44290	27 x54 in.	Postpaid	{ Cash only }			2.98

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Patterns never hint at price or quality when your floors are covered with rugs bought here. Every rug is beautiful! Differences in weaves, durability, luster, and yarns make different values. These *Good Grade Axminsters* give you full measure satisfaction and richness of pattern for the price you pay, equivalent to what a costly import would give at its price.



Good Axminster—Seamless

Brown ground, Chinese design. Pagoda and floral motifs intrigue the imagination. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM47320	9 x12 ft.	39 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37CM47322	6 x 9 ft.	20 lbs.		(Cash only)		17.00
37CM47324	7½ x 9 ft.	25 lbs.	4.00	4.00	24.00	21.50
37CM47325	8¾ x10½ ft.	33 lbs.	5.00	5.00	30.50	27.50
37C44139	27 x54 in.	Postpaid		(Cash only)		2.98



Good Axminster—Seamless

Rose-red larpe ground, Persian design. The bright beauty, the splendid wearing qualities recommend it for any home. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM47330	9 x12 ft.	36 lbs.	\$ 5.00	\$ 5.00	\$33.00	\$32.50
37CM47332	6 x 9 ft.	16 lbs.		(Cash only)		17.00
37CM47335	8¾ x10½ ft.	26 lbs.	5.00	5.00	30.50	27.50
37C44120	27 x52 in.	Postpaid		{ Cash only unless bought }		2.98
37C44122	36 x63 in.	Postpaid		{ with other merchandise }		4.95



Good Axminster—Seamless

Taupe ground, Indo-Persian design. Outstanding for its lovely blending of colors and unique pattern. Pleasingly modern in a conservative, restful way, this rug will harmonize with your present furnishings and be "at home" in any room. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM48820	9 x12 ft.	35 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37CM48825	8¾ x10½ ft.	30 lbs.	5.00	5.00	30.50	27.50
37C44353	27 x54 in.	Postpaid		{ Cash only unless bought }		2.98
37C44354	36 x63 in.	Postpaid		{ with other merchandise }		4.95



Good Axminster—Seamless

Tan ground, all-over pattern. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM47340	9 x12 ft.	39 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37C47341	4½ x 6½ ft.	Postpaid		{ Cash only unless bought }		9.50
37CM47342	6 x 9 ft.	20 lbs.		{ with other merchandise }		17.00
37CM47344	7½ x 9 ft.	24 lbs.	4.00	4.00	24.00	21.50
37CM47345	8¾ x10½ ft.	32 lbs.	5.00	5.00	30.50	27.50
37C44235	27 x54 in.	Postpaid		{ Cash only unless bought }		2.98
37C44237	36 x63 in.	Postpaid		{ with other merchandise }		4.95
37C44239	2¼ x 9 ft.	Postpaid				6.85

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The bright, clear colors and exquisite grace of Oriental artistry . . . the soft tone perfectly blended shadings and delicate tracery of fine Persian pieces are copied with infinite care and perfection. Our Good Grade Axminsters are remarkable for their fine, ALL WOOL pile and enduring wear.



Good Axminster—Seamless

Tan ground, Ispahan design. Depicting the rhythm and grace, the delightful blending and contrasting of colors that make an ideal background for today's modern home. There is the diversity of pattern characteristic in these designs, hardly any two motifs alike, yet all form one harmonious ensemble of beauty, that has good wear to recommend it. With our new lower prices bringing you such wonderful values, it isn't wise to put off buying another day. Take advantage of the saving, avail yourself the convenience of our Easy Payment Plan. See page 1. *Not Prepaid.*

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47350	9 x12 ft.	34 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37CM47355	8½x10½ ft.	27 lbs.	5.00	5.00	30.50	27.50



Good Axminster—Seamless

Tan ground, Chinese pattern. Grace personified in the detached floral motifs with mellow shading of color tones. Large sizes *Not Prepaid.*

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47360	9 x12 ft.	34 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37CM47362	6 x 9 ft.	18 lbs.			(Cash only)	17.00
37CM47364	7½ x 9 ft.	22 lbs.	4.00	4.00	24.00	21.50
37CM47365	8½x10½ ft.	27 lbs.	5.00	5.00	30.50	27.50
37CM47366	11½x12 ft.	46 lbs.	5.00	5.00	46.50	42.00
37C44150	27 x54 in.	Postpaid			(Cash only)	2.98



Good Axminster—Seamless

Dark Taupe ground, Moderne Indo pattern. Large sizes *Not Prepaid.*

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47370	9 x12 ft.	35 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37C47371	4½x 6½ ft.	Postpaid			{ Cash only unless bought with other merchandise }	9.50
37CM47372	6 x 9 ft.	18 lbs.			{ Cash only unless bought with other merchandise }	17.00
37CM47374	7½ x 9 ft.	24 lbs.	4.00	4.00	24.00	21.50
37CM47375	8½x10½ ft.	30 lbs.	5.00	5.00	30.50	27.50
37CM47376	11½x12 ft.	47 lbs.	5.00	5.00	46.50	42.00
37C44158	27 x54 in.	Postpaid			{ Cash only unless bought with other merchandise }	2.98
37C44159	36 x63 in.	Postpaid			{ Cash only unless bought with other merchandise }	4.95



Good Axminster—Seamless

Vari-colored ground, Kashan Panel design. This pattern of Persian origin takes innumerable motifs, fashions them and moulds them into a thing of enchanting beauty. Every soft shade and color correctly balanced. Just the proper mixing of strong sturdy wools with fine soft wools assure wear that will please the thriftiest home-maker. Large size *Not Prepaid.*

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM47380	9 x12 ft.	34 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37C44210	27 x54 in.	Postpaid			{ Cash only unless bought with other merchandise }	2.98
37C44211	2½x 9 ft.	Postpaid			{ Cash only unless bought with other merchandise }	6.85

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Persian Patterns predominate in rug design because their intricate multicolored figures sustain interest and establish themselves harmoniously in every home surrounding. No wonder they are chosen for these good grade, good wearing *Axminsters*. For marked contrast the open Chinese effect is recommended. Economy gains emphasis here.



Good Axminster—Seamless

Tan ground, all-over Persian pattern. Admirably adapted for the modest home of artistic aims. Here is the prestige of century old beauty, the good sturdy wearing qualities, the highly economical price that helps the home maker decide after careful consideration. A fine type of Persian pattern with a multiplicity of interesting themes; cryptic messages of the tribes, ably interpreted by roving bands of weavers. *Not Prepaid.*

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM47390	9 x12 ft.	34 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50



Good Axminster—Seamless

Tan ground, Caucasian pattern. In the graceful twining and interlacing of leaf and blossom motif is beauty highly prized for centuries past. Large sizes *Not Prepaid.*

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM47400	9 x12 ft.	34 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37CM47405	8 1/4 x10 1/2 ft.	27 lbs.	5.00	5.00	30.50	27.50
37CM47408	11 1/4 x15 ft.	57 lbs.	5.00	6.00	58.00	52.50
37C44130	27 x54 in.	Postpaid			(Cash only)	2.98



Good Axminster—Seamless

Sand taupe ground, Persian design. Large sizes *Not Prepaid.*

<i>Sand taupe ground, Persian design. Large sizes Not Prepaid.</i>			Down	Monthly	Time	Cash
	Size	Shpg. Wt.	Payment	Payment	Payment Price	Price
37CM47420	9 x12 ft.	39 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37C47421	4½ x 6½ ft.	Postpaid	{ Cash only unless bought with other merchandise }			9.50
37CM47422	6 x 9 ft.	20 lbs.	{ Cash only unless bought with other merchandise }			17.00
37CM47424	7½ x 9 ft.	24 lbs.	4.00	4.00	24.00	21.50
37CM47425	8¼ x10½ ft.	32 lbs.	5.00	5.00	30.50	27.50
37CM47429	9 x15 ft.	48 lbs.	5.00	5.00	46.50	42.00
37C44263	27 x54 in.	Postpaid	{ Cash only unless bought with other merchandise }			2.98
37C44265	36 x63 in.	Postpaid	{ Cash only unless bought with other merchandise }			4.95



Good Axminster—Seamless

Dark taupe ground, Chinese design. Characteristic of the grace and clear-cut beauty of ancient China, this rug takes the floral and vase motifs and forms them into the most artistic grouping. Large sizes *Not Prepaid.*

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM47410	9 x12 ft.	36 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37CM47415	8 $\frac{1}{4}$ x10 $\frac{1}{2}$ ft.	26 lbs.	5.00	5.00	30.50	27.50
37C44241	27 x52 in.	Postpaid	{ Cash only unless bought with other merchandise }			2.98
37C44242	36 x63 in.	Postpaid	{ Cash only unless bought with other merchandise }			4.95

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Refer to the Time Payment Plan in our Big General Catalog.

Our *Good Grade Seamless Velvets* bring to the comfortable American home artistic old world beauty at impressively modest prices. Imported yarns, skein dyed before weaving, give the close, compact ALL WOOL pile plush-like texture intensifying the costly appearance and delicate shading of colors. Popular and attractive interpretations of Persian patterns.



Good Grade Seamless Velvet Rug

Vari-colored ground, Kashan Panel design. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM46660	9 x12 ft.	40 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37CM46662	6 x 9 ft.	21 lbs.		(Cash only)		17.00
37CM46664	7½ x 9 ft.	25 lbs.	4.00	4.00	24.00	21.50
37CM46665	8¾ x10½ ft.	33 lbs.	5.00	5.00	30.50	27.50
37C44220	27 x54 in.	Postpaid		(Cash only)		3.75



Good Grade Seamless Velvet Rug

Tan ground, Persian design. These good grade Velvets are wonderful rugs at their price. They have the appearance and "grand airs" of far more expensive rugs, besides affording splendid wear. This one, copied from a precious piece, will delight lovers of rug beauty. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM46670	9 x12 ft.	35 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37CM46675	8¾ x10½ ft.	30 lbs.	5.00	5.00	30.50	27.50
37C44230	27 x52 in.	Postpaid		(Cash only)		3.75



Good Grade Seamless Velvet Rug

Tan ground, Ispahan pattern. Copy of an inspired design that has survived the ages; brought to life to adorn and add comfort and cheer in your home. Large sizes Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM46420	9 x12 ft.	35 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37C46421	4½ x 6½ ft.	Postpaid		(Cash only)		9.50
37CM46425	8¾ x10½ ft.	30 lbs.	5.00	5.00	30.50	27.50
37C44295	27 x52 in.	Postpaid		(Cash only)		3.75



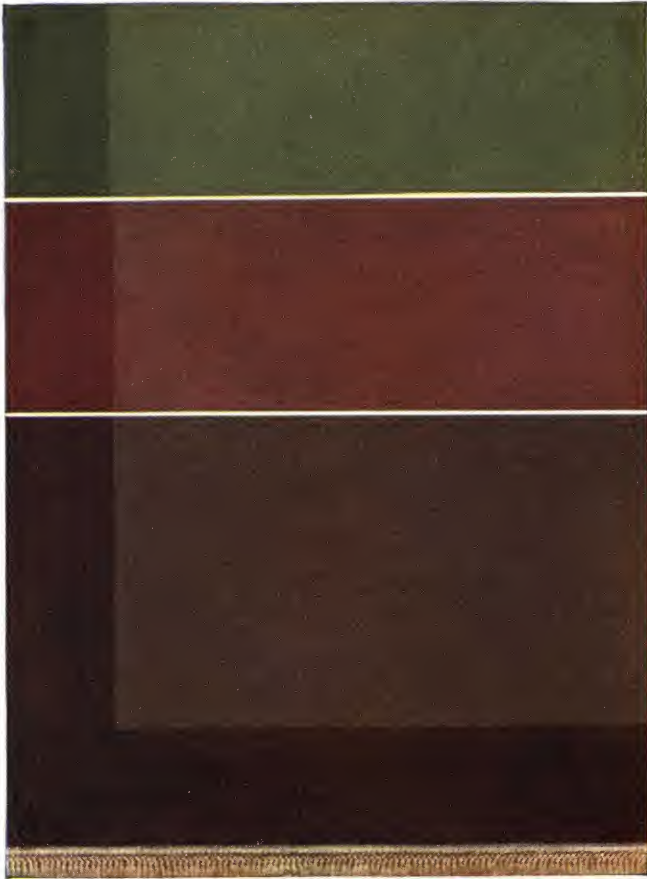
Good Grade Seamless Velvet Rug

Tan ground, Oriental design. Combines the symbolic and historic themes of Persia and the allegorical motifs of China. The most alluring and interesting of patterns, a perfect setting for your present furnishings. The culture, beauty, and refinement of the old world plus modern American durability. Not Prepaid.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM46680	9 x12 ft.	40 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37CM46685	8¾ x10½ ft.	33 lbs.	5.00	5.00	30.50	27.50

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Quality Appearance at prices so low even the home of moderate means can enjoy their beauty and dignified charm. These are the advantages of our *Good Grade Velvet Rugs*. Remarkably underpriced values rightly given prominence here. Visitors will silently marvel at their luxurious colorful designs, yet, never guess the savings you made.



Good Grade Seamless Velvet Rug

Two-tone. Your choice of *green, rose, or taupe*. *State color desired*. Fashionable plain colors . . . the mode of the hour . . . creating their own atmosphere of distinction, they lend themselves to any scheme of decoration. Here is the harmonious effect interior decorators strive to attain. Our thrifty prices mean appreciable savings for you. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM46690	9 x12 ft.	40 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37CM46692	6 x 9 ft.	21 lbs.		(Cash only)	17.00	
37CM46695	8½x10½ ft.	33 lbs.	5.00	5.00	30.50	27.50
37C44124	27 x54 in.	Postpaid		(Cash only)		3.75



Good Grade Seamless Velvet Rug

Light tan ground, Jacobean design. The inimitable grace of the flowing Persian scroll and floral balanced by the restraining influence of the early Egyptians. A most effective pattern, popular during the reign of James I of England and just as desirable today in homes of refinement. Attractive comfort, wearability and low price . . . this quality is the choice of many home-makers. Impressively fine in appearance and much more costly looking than our modest price indicates. It brings to the modern American home a new sense of restful beauty and a full measure of enjoyment. *Not Prepaid*.

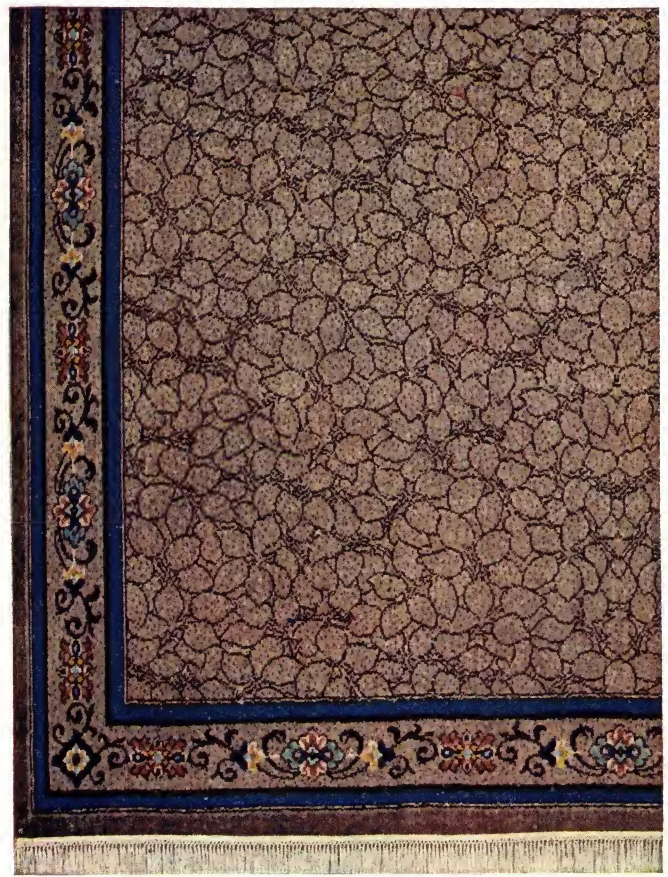
	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM46700	9 x12 ft.	40 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50



Good Grade Seamless Velvet Rug

Taupe ground, Oriental design. American homes, admittedly the most tastefully furnished on the face of the globe, demand a combination of rug beauty and durability that is admirably typified in these good quality velvets. Here at thrift prices is age-old beauty gratifying the desire for finer furnishings. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM46400	9 x12 ft.	35 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37CM46405	8½x10½ ft.	30 lbs.	5.00	5.00	30.50	27.50
37C44207	27 x52 in.	Postpaid		(Cash only)		3.75



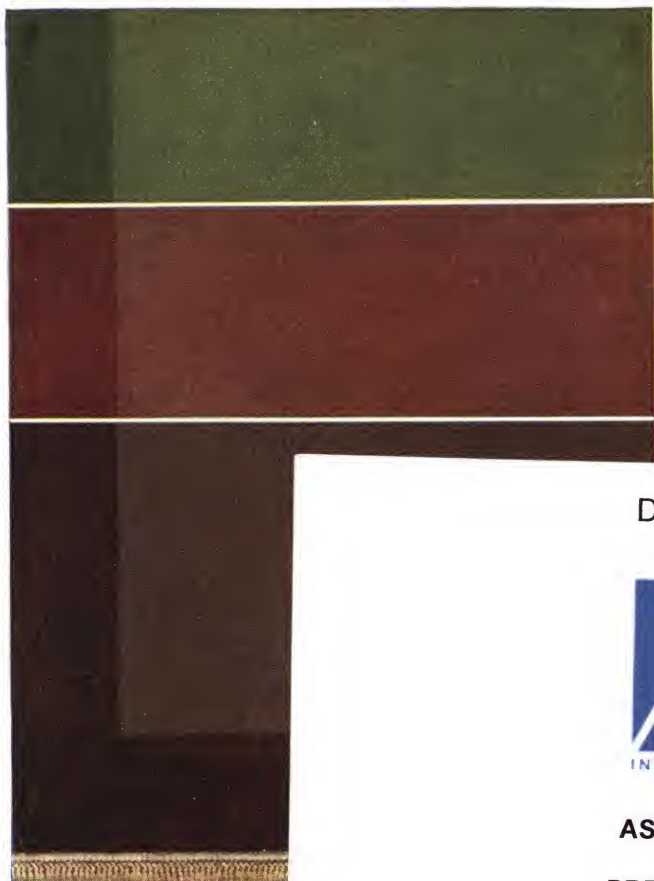
Good Grade Seamless Velvet Rug

Taupe ground, all-over Chintz design. Soft and restful, a delightful background of beauty. Large sizes *Not Prepaid*.

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment	Cash Price
37CM46410	9 x12 ft.	35 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37C46411	4½x 6½ ft.	Postpaid		(Cash only)	9.50	
37CM46415	8½x10½ ft.	30 lbs.	5.00	5.00	30.50	27.50
37C44212	27 x52 in.	Postpaid		(Cash only)		3.75

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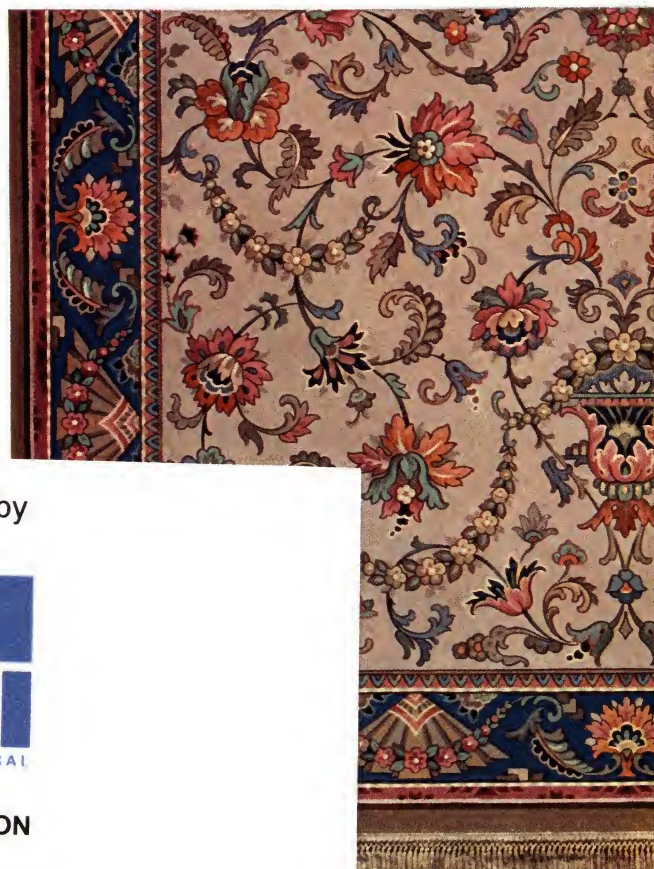
Quality Appearance at prices so low even the home of moderate means can enjoy their beauty and dignified charm. These are the advantages of our *Good Grade Velvet Rugs*. Remarkably underpriced values rightly given prominence here. Visitors will silently marvel at their luxurious colorful designs, yet, never guess the savings you made.



Good Grade

Two-tone. Your choice of *green, rose, or* mode of the hour . . . creating their own scheme of decoration. Here is the harmon- prices mean appreciable savings for you. I

	Size	Sh
37CM46690	9 x12 ft.	4
37CM46692	6 x 9 ft.	4
37CM46695	8½x10½ ft.	4
37C44124	27 x54 in.	1



less Velvet Rug

grace of the flowing Persian scroll and floral pians. A most effective pattern, popular during day in homes of refinement. Attractive comfort, oice of many home-makers. Impressively fine in modest price indicates. It brings to the modern full measure of enjoyment. *Not Prepaid.*

Down Payment	Monthly Payment	Time Payment Price	Cash Price
\$ 5.00	\$ 5.00	\$36.00	\$32.50

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Mike Jackson, FAIA



Good Grade Seamless Velvet Rug

Taupe ground, Oriental design American homes, admittedly the most tastefully furnished on the face of the globe, demand a combination of rug beauty and durability that is admirably typified in these good quality velvets. Here at thrift prices is age-old beauty gratifying the desire for finer furnishings. Large sizes *Not Prepaid.*

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM46400	9 x12 ft.	35 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37CM46405	8½x10½ ft.	30 lbs.	5.00	5.00	30.50	27.50
37C44207	27 x52 in.	Postpaid		(Cash only)		3.75



Good Grade Seamless Velvet Rug

Taupe ground, allover Chintz design Soft and restful, a delightful background of beauty. Large sizes *Not Prepaid.*

	Size	Shpg. Wt.	Down Payment	Monthly Payment	Time Payment Price	Cash Price
37CM46410	9 x12 ft.	35 lbs.	\$ 5.00	\$ 5.00	\$36.00	\$32.50
37C46411	4½x 6½ ft.	Postpaid		(Cash only)		9.50
37CM46415	8½x10½ ft.	30 lbs.	5.00	5.00	30.50	27.50
37C44212	27 x52 in.	Postpaid		(Cash only)		3.75

These rugs shipped from Chicago, Ill., or Philadelphia, Pa. Send your order to Chicago or Philadelphia, whichever store is nearer your home. Any rug selling for less than \$20.00, cash only, unless bought with other merchandise. Refer to the Time Payment Plan in our Big General Catalog.

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